

Nacogdoches Livability Project: Image of University Mall

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Contents

Introduction.....	3
Objective	3
Hypothesis	3
List of Secondary Information Needed.....	3
Secondary Research Results Introduction.....	4
History of Malls	4
University Mall Information	5
Geographical Effects on the Success of the University Mall.....	5
Businesses in University Mall	7
University Mall Competition	7
Attractiveness of Nacogdoches	9
Conclusions of Secondary Research	9
Need for Primary Research	10
Methodology	10
Fieldwork	11
Limitations	12
List of Needed Information Primary.....	13
Findings	14

Where do Stephen F. Austin State University students shop?	14
For what do Stephen F. Austin State University students shop?	17
How often do Stephen F. Austin State University students shop?.....	18
What is the image of the University Mall in Nacogdoches, Texas, according to Stephen F. Austin State University students?.....	19
What attracts Stephen F. Austin State University students to particular shopping destinations?	20
What do Stephen F. Austin State University students like/dislike about the University Mall in Nacogdoches, Texas?.....	21
How does the image of University Mall in Nacogdoches, Texas vary by relevant demographics?	22
How does the image of University Mall in Nacogdoches, Texas vary by relevant geographics?	23
Conclusions of Primary Research	24
References.....	25
Appendices.....	26
Frequency Tables	26
Questionnaire	67
Interviewer Cards.....	71
List of Respondents.....	72

Introduction

Our Client, Dr. Forbes, is doing a project to assess livability in Nacogdoches based on three mutually reinforcing areas: economics, environment, and society. He also wanted to know the types of businesses that would make students spend money at the University Mall. Our assignment from our professor was to find out Stephen F. Austin State University students' image of the University Mall, so the research team decided to try to accomplish both objectives.

Objective

The objective of the project was to gain a better understanding of the environment, economics, and Stephen F. Austin State University students' image of University Mall, what their shopping tendencies are, and why they make these choices.

Hypothesis

The students at Stephen F. Austin State University have a negative image of University Mall. The environment and economics of Nacogdoches will be prohibitive to improving the mall and attracting the businesses students would like to see in the mall.

List of Secondary Information Needed

1. History of malls
2. University Mall Information
3. Geographical effects on the success of the University Mall
4. Businesses in University Mall
5. University Mall competition
6. Attractiveness of Nacogdoches, Texas

Secondary Research Results Introduction

Since the beginning of time people have been trading goods or services in exchange for items of equal value. First there was bartering, where it was a simple trade of goods for other goods or services. “Sometimes, it was hard for people to put a barter price on things. Instead of barter, people began to use money as a form of payment.” (13, R.F., Pg. 1) Once a form of payment was introduced, there was a market for people to open stores to sell goods to the public. With business opportunities being readily available, developers came up with the idea of putting multiple retail stores in one location. Along with the evolution of the shopping experience consumer wants and needs have evolved with it. Attaining certain goods portray how an individual is living, almost like what customers buy contributes to our social rank with our peers and social class to strangers. Shopping malls are now a hub of ideas, creativity and self-expression. To make things more relative to ourselves the group will put a microscope on the University Mall’s environment, economics, society, and transportation to evaluate its effects on not just the culture, but the livability of Nacogdoches, Texas.

History of Malls

People have been shopping in malls for a number of years. In fact, “Shopping centers had their birth in the 1920's in California where supermarkets would anchor and serve as a magnet for a strip of smaller stores.”(13, R.F., Pg. 1) Initially, the shopping centers did not have sufficient parking, but by the late 1950s that was adjusted and shopping centers started to have retailers that did not face the street but all faced inwards so that the consumers who walked around felt like they were strolling around an enclosed environment. This new feeling of enclosure soon became a threat to the conventional idea of shopping around the downtown districts. Instead, people wanted to go the suburbs where a majority of all shopping malls were located. Even today, some of the metropolitan areas like Dallas, Austin and Houston one can see that a majority of the malls and shopping centers are located in the nicer suburbs of the cities that they surround. Oddly enough, today’s marketers and researchers refer to mall as “the center of the universe” (13, R.F., Pg. 1). The ideology behind that reference is that consumers can have a majority of their wants satisfied along with their physiological needs, all while being in one centralized location. This reasoning seems to make sense since the majority of shoppers

predominantly build their shopping habits, or shopping foundation, around shopping malls and shopping centers. As decades passed, malls and shopping centers started to account for “50% of retail sales in the US” (13, R.F., Pg. 1). Today, the country is seen as over populated with malls, and truly, only the malls with big name anchors in nice areas are going to thrive.

In Nacogdoches, Texas, the University Mall is having trouble attracting retailers and consumers. Keep in mind it is located in the heart of a town where Stephen F. Austin State University is located. The mall was built in the 1980s and can hold up to 30 in-line stores and three anchors. Originally, Bealls was the big name anchor that attracted customers, but over time, the mall has gone through a cycle of gaining and losing retailers. “In the mid 90’s the mall started dying but in the early 2000s University Mall acquired Belk and Burke’s Outlet and was nearly full. Now the mall is back on a down slope and has lost Bealls and a number of other highly recognizable retailers such as RadioShack, and Footlocker.”(2, Pg.1) Big name retailers are what attract consumers to the mall, and with them departed it’s hard for SFA students to make the decision to stick around to do some shopping over the weekends.

University Mall Information

The University Mall was built in 1980 and consists of 182,222 square feet of commercial retail space. The number of units in the mall is 37. The property sits on 28 acres of land on 1122 North University Drive in Nacogdoches, Texas 75961. The current owner since 2011 is University Mall Realty Ltd, 5420 Lyndon B Johnson Fwy Ste 300, Dallas, Texas 75240-6271. (2, D&B, Pg.1) They registered this business name in 1997 with the Texas Secretary of State through the registered agent Thomas J. Colven, III. (3, S.C, Pg.1) The assessed tax value is \$3,864,000 and the taxes on the property are \$92,206.63. (2, D&B, Pg.1)

Geographical Effects on the Success of the University Mall

Ease of accessibility in regards to the location of a business is key to the start and success of a business. The business must be easy to access and make the customer feel safe when they are visiting the business (4, Smith, Pg.1). If the business is located in an area that is tough for consumers to get to or find, it is more likely to drive them away. University Mall has both pros

and cons when it comes to accessibility. Accessibility to the mall in general is very easy; everyone can go shop or eat there, but the location of the mall being off the beaten path affect its success the most.

For a business located in the mall to have the most success, it must have customers physically shopping in the store. “Its site is deliberately selected by the developer for easy access to pull customers from a trade area.” (11, Pg.1). Centering your business in the area of your target consumers is a key factor in deciding where to locate your business. The location of the mall on University Drive near the East Starr street intersection has an average daily traffic count of 14,300. Approximately one mile to the West, at the North Street and West Starr Street intersection, there is an average daily traffic count of 23,000. North Street as a whole at each measured intersection within the Stallings Loop receives on average 6,560 more daily traffic count than University Drive (9, Pg.1). The main flow of traffic throughout Nacogdoches is on North Street, or around Stallings loop, and the mall is not located on either. With the majority of traffic flow not even being exposed to the mall, businesses at the mall do not get as much opportunity for success as businesses located in the heavier traffic areas of town. Whenever businesses cannot get proper exposure in the location aspect of their store they face a tougher path to success. When a business is located properly in a safe area with good traffic and easy access, the success of that business will be shown financially.

Accessibility and location play major roles in the amount of consumers and financial aspects that influence business decisions made for the University Mall. Accessibility of the mall in general is very easy. Students can easily go to the mall and take their business there, but the stores inside the mall make it less attractive affecting its accessibility. Along with improper exposure to consumers, University Mall does not offer a covered parking area, which is seen as an attraction when considering visiting.

The ease of access and location of surrounding retail stores, food, and entertainment, dominate those of University Mall. When looking into where to locate a business, competition should also be considered. Being close to competitors allows you to access their marketing techniques (10, Pg.1) and allows for natural competition to occur. People can easily access and

locate the University Mall, but location and ease of access to competitors both in Nacogdoches and out of Nacogdoches make this a very tough environment for a mall to reach its full potential.

Businesses in University Mall

There are currently 13 businesses in the University Mall in Nacogdoches, Texas. The businesses consist of apparel retailers including department stores and smaller clothing, shoe and accessory stores, as well as beauty services, a jeweler, several food establishments and a cosmetics/perfume retailer. (2, D&B, Pg.1) The mall lost one of its anchor stores pre-2010 and the subsequent loss of more nationally recognized brands, such as Footlocker and RadioShack show a loss of sales this mall has experienced. The trend across the United States is that malls in general are headed toward failure, because of the high costs of employees, leases, marketing, and upkeep of the retail space. Within 15 to 20 years, retail consultant Howard Davidowitz expects as many as half of America's shopping malls to fail. He predicts that only upscale shopping centers with anchors like Saks Fifth Avenue and Neiman Marcus will survive. "Middle-level stores in middle-level malls are going to be extinct because they don't make sense," said Davidowitz, chairman of Davidowitz & Associates, Inc., a retail consulting and investment banking firm. "That's why we haven't built a major enclosed mall since 2006." (5, H.P, Pg.1)

University Mall Competition

Online Retailers

Online retailers are the future of shopping. "In the U.S., the pace of growth is a stately 14%. The sector attracts a healthy sum of venture money—nearly \$1 billion in Q1 of 2014, according the very helpful people at the NVCA." (6, J.C., Pg.1) Online retailers are more easily able to track all kinds of information, using that information to stock merchandise, offer sales, display similar options and this leads to increased sales.

On the other hand, brick-and-mortar retailers complement online sales. Buyers for clothing for example, are more likely to purchase an item when they can see it, feel it, and try it on. "Andy Dunn of Bonobos, a men's clothing brand that started out as an e-commerce

company in 2007, told Bloomberg that only 5% of visitors to the company's website make a purchase. In its 10 stores, that number is 83%.” (6, J.C., Pg.1) The 14% growth in online shopping is affecting the sales at malls, and the trends show that it will probably continue to do so until some sort of equilibrium is reached between physical store purchasing, and online.

Lufkin Mall

The close proximity of Lufkin Mall, just 24 miles south of Stephen F. Austin Campus at 4600 S Medford Dr, Lufkin, Texas 75901, near the corner of US59 and Loop 287 (9, Pg.1), makes it a likely competitor to University Mall. The Lufkin Mall is home to over 50 name-brand stores, specialty boutiques, restaurants and service providers. There are many stores located in the Lufkin Mall with brand recognition, and 4 major department stores, called anchor stores. The major department stores, food court, and movie theatre attract foot traffic through the mall and increase sales for the smaller stores throughout the mall.

Broadway Square

This mall is located about 74 miles from the campus at 4601 S Broadway Ave, Tyler, Texas, 75703-1307.(7, Pg.1) The relatively short drive makes it a good option if you cannot find what you are looking for at University Mall. Its abundant amount of 82 stores offer a wider shopping selection than University Mall could ever hope to achieve. There are many national brand stores in the mall, which are more recognizable to college students who are from bigger cities. The mall also offers trendier, upscale places where college students want to go. Competitors in Nacogdoches, Texas

Bealls, a national department store, which used to be located in the University Mall, is now located in an outdoor shopping center with restaurants and other stores just 4 miles from the mile, located on the corner of the more heavily trafficked roads US59 and the Stallings loop. (9, Pg.1) There is also a second Hibbett Sports in Nacogdoches, Texas about 3 miles from the location in the mall. Wal-Mart, which offers clothing, electronics, salon services, banking, sporting goods, household items, fast food, and even groceries, can be very readily compared to the University Mall, which has a worse location. (9, Pg.1)

Attractiveness of Nacogdoches

A greater majority of students originate from Houston, since SFASU recruits a little more heavily in Houston than it does in any other big city in Texas. Students are accustomed to shopping at shopping centers like Deerbrook Mall, First Colony Shopping Center, and The Galleria. This makes it tough for business' in Nacogdoches to meet the shopping standards of those individuals. First off, most places in town do not carry some of the essentials or even accessories to the products consumers buy. This forces consumers to drive 30 miles over to the next town or wait until the weekend comes so that they can commute to a bigger market where they feel assured that they will be able to acquire what they are searching for. Secondly the appearance of a retailer contributes to whether a consumer will shop somewhere or not. A majority of the retailers including the University Mall look a little run down, the properties are not well kept, and the parking lots are filled with pot holes, compared to other malls that are very appealing to the eye. Not only are they appealing to consumers but they attract other retailers as well.

Ideally, Nacogdoches would not be considered the place to go if you were trying to open up a retail or restaurant chain, because the median household income is roughly around 26K a year” (8, Citydata, Pg. 1). That is important to potential retailers because they can see the people here in Nacogdoches might not make enough money to regularly buy their products or services. On the “up-side”, the state university in town makes up a great deal of the economy, Stephen F. Austin State University has “about 11,006 students enrolled” (5, Petersons, Pg. 1) and during the semesters retailers are successful because a majority of these students have discretionary funds that they can spend freely. On the “down-side”, once school is out the economy drops considerably because most students go home for holidays and summer breaks.

Conclusions of Secondary Research

1. University Mall is in an unfavorable location.
2. University Mall lacks sufficient amount and types of stores to attract customers.
3. There is superior competition within short distance of University Mall.

4. The economic conditions in Nacogdoches, Texas make it hard to attract and keep businesses.

Need for Primary Research

In general, mall shopping has seen a downturn in recent years. University Mall is no exception. In our opinion, the state of the mall, the perception, the location, and readily available options make it very hard to attract customers, causing stores to be unable to sustain business there. The research team believes, given the current conditions, it will be very hard to reverse the effects this has had on the mall. The team needs to find out what Stephen F. Austin State University students think about the mall to support our conclusions. The research team has decided that there is a need for primary research to be conducted on the students at Stephen F. Austin State University to assess their image of the University Mall, their shopping tendencies, and why they make these choices.

Methodology

In order to obtain primary research we found that it would be necessary for the group members to administer a questionnaire. The personal, face-to-face interview questionnaire was the instrument used to accumulate our primary research data. The questionnaire was designed to have respondents freely express their image of the University Mall. The group also strove to find where students normally shop, what kind of stores they would like to see in University Mall, and what drives them to make these decisions.

Our population of interest was currently enrolled students at Stephen F. Austin State University. We used a sample size of 33 students, 11 students each, and on average each questionnaire took between ten and fifteen minutes. Each fieldworker administered the questionnaire to students in various places on- and off-campus. We attempted to minimize bias by using a number of different techniques, like unaided recall, funnel questions, a Likert scale with oppositely worded questions, and open-ended questions where the respondents could freely express positive or negative thoughts in a more lengthy fashion.

Fieldwork

Our interviews were conducted on and off the Stephen F. Austin State University campus between November 20, 2014 and December 3, 2014. The response rate for this questionnaire was 91.6% and each fieldworker brought back 11 completed questionnaires. The administrators of the questionnaire were diverse, including one African American male, one Caucasian male, and one Caucasian female. The group feels this diversity helped gain a diverse array of data that aligns well with the overall demographics of Stephen F. Austin State University.

Project Costs

Production		
• Printing		\$30
• Binding(materials and process)		\$6
Fieldworker Salary (average)	<u>EACH</u>	<u>SUBTOTAL</u>
• Secondary Research		
• \$20 per hour x 10 hours	\$200 x 3	\$600
• Development of Questionnaire		
• \$25 per hour x 5 hours	\$125 x 3	\$375
• Questionnaire Administration		
• \$10 per hour x 4 hours	\$40 x 3	\$120
• Questionnaire/Report Analysis		
• \$25 per hour x 20 hours	\$500 x 3	\$1,500
	TOTAL	\$2,595
Overall project costs	GRAND TOTAL \$2,631	

Table 1

Table 1 shows the costs of this project were determined using our knowledge of the job market, the cost of printing both color and non-color printing and paper, the binding materials used and

for the actual process of document binding. The time and effort that our researchers put into this project is outstanding and therefore we believe we are charging a fair market price for our efforts as college seniors.

Limitations

1. Sample size: A sample size of 33 is very small when you consider the population of enrolled students at Stephen F. Austin State University is around 11,600. (Spring 2014)
2. Questionnaire development:
 - a. Question 3: Many respondents chose “other” for the items bought daily and weekly. “Food” and “None” should have been provided as a response choice, as we found these were common answers for this particular question.
 - b. Question 4: “Indoor shopping malls” should have been provided as a choice here, because it would have been appropriate to see how many respondents preferred this type of shopping destination
 - c. Question 6: The lack of the choice “Less than once a month” or “None,” caused respondents to choose “Once a month” which is misleading because a large number of respondents do not go to indoor shopping malls every month.
 - d. Question 14: The lack of the choice “Less than once a month” or “None,” caused respondents to choose “Once a month” which is misleading because a large number of respondents do not go to the University Mall every month.
3. Out of 33 respondents 18 were Caucasian, 12 were African American, and 3 were Hispanic. Though the number of Hispanic respondents was low, this data is a close representation of the demographics of Stephen F. Austin State University.
4. The majority of our sample, 54.5%, had completed 3 years of college. The findings may be biased because of the lack of diversity in years of college completed.

List of Needed Information Primary

1. Where do Stephen F. Austin State University students shop?
2. For what do Stephen F. Austin State University students shop?
3. How often do Stephen F. Austin State University students shop?
4. What is the image of the University Mall in Nacogdoches, Texas, according to Stephen F. Austin State University students?
5. What attracts Stephen F. Austin State University students to particular shopping destinations?
6. What do Stephen F. Austin State University students like about the University Mall in Nacogdoches, Texas?
7. What do Stephen F. Austin State University students dislike about the University Mall in Nacogdoches, Texas?
8. How does the image of University Mall in Nacogdoches, Texas vary by relevant demographics?
9. How does the image of University Mall in Nacogdoches, Texas vary by relevant geographics?

Findings

Where do Stephen F. Austin State University students shop?

Our findings can offer various answers to this question based upon the interpretation of our research. We gathered data about the particular cities where students shop, the types of stores they prefer, the particular stores they would like to see in the mall, and how this data can be classified with respondents' image of the University Mall.

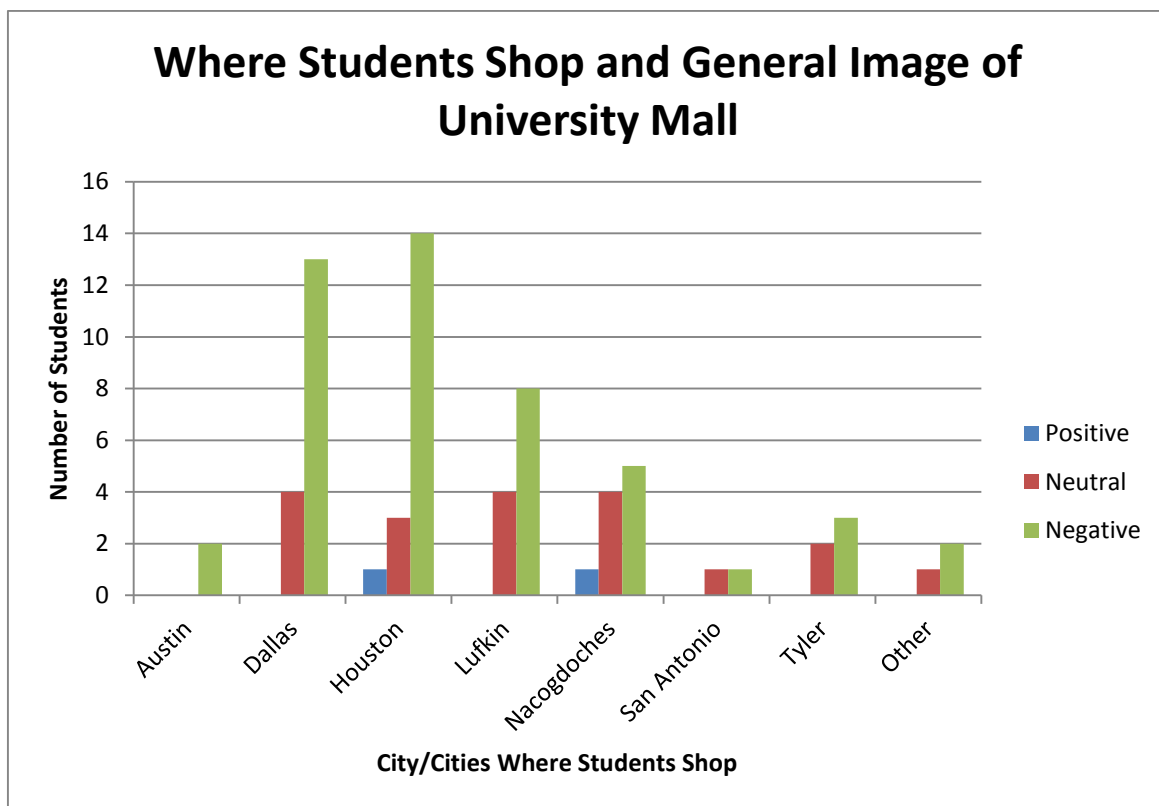


Chart 1

In Chart 1, you can see that most students shop in Houston, Dallas and Lufkin. You can also see that the people who do shop in these cities are very likely to have a negative opinion on the University Mall. Additionally, the people who do shop in Nacogdoches have a negative or neutral opinion of the University Mall.

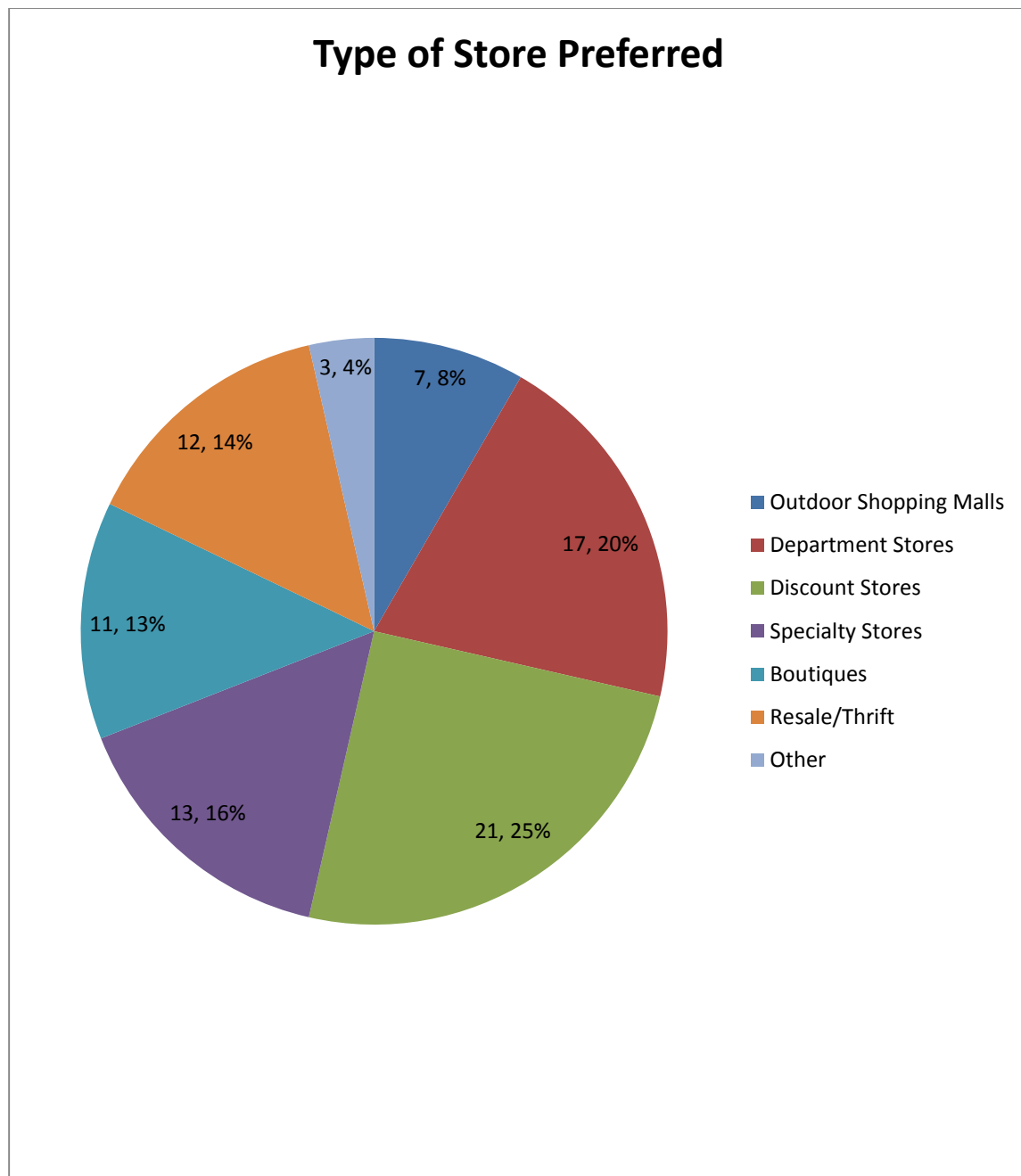


Chart 2

Using Chart 2, we found that students preferred to shop in discount stores, department stores and specialty stores. We interpreted this to mean that they appreciate affordability, but would spend more money if the quality or value perceived was higher, such as in department stores and specialty stores.

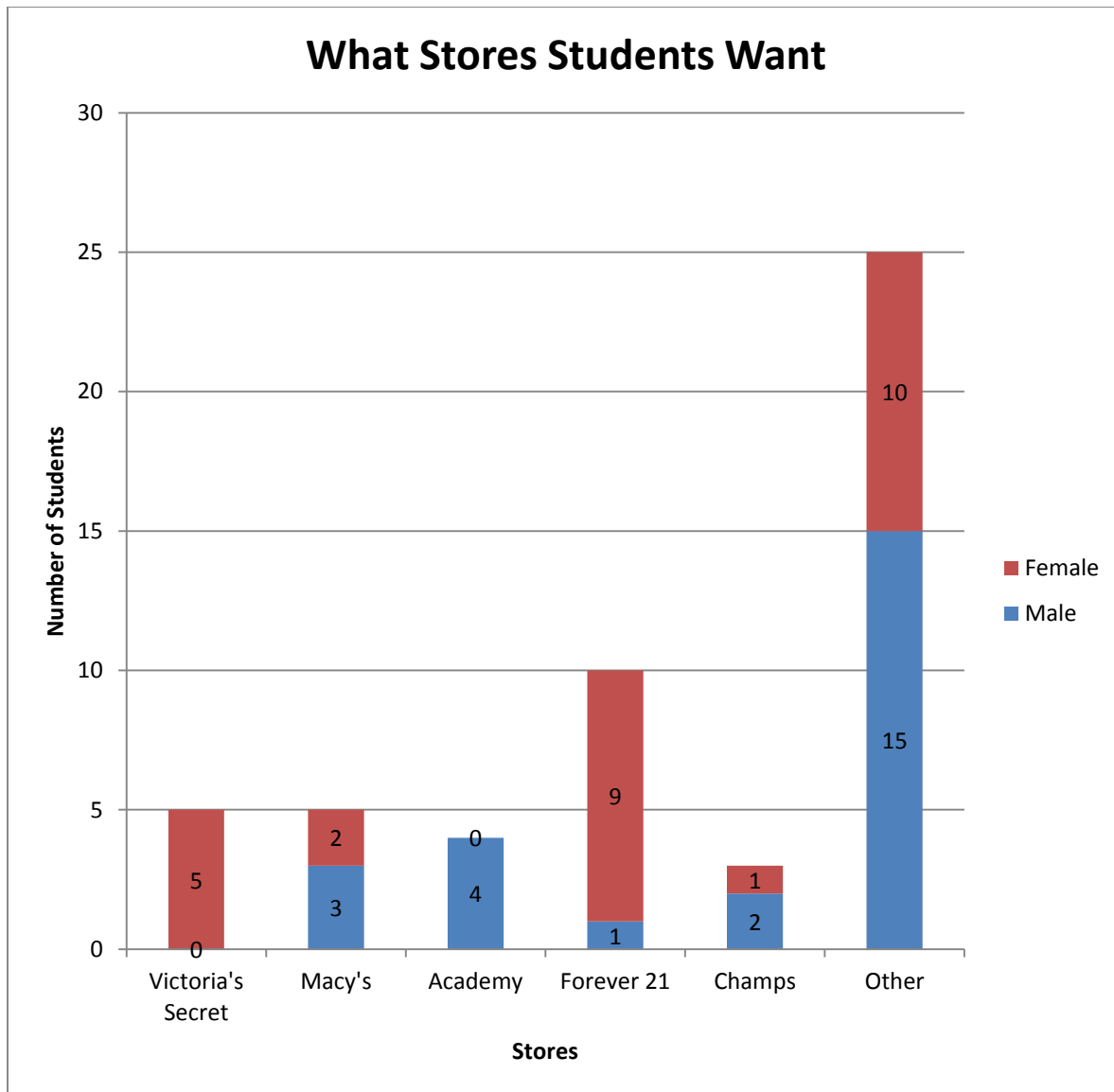


Chart 3

Using unaided recall, the interviewers asked for specific stores students would like to see. Above, in Chart 3, you can see that Forever 21, a clothing store with affordable trendy women’s and men’s clothing and accessories was mentioned most often. Victoria’s Secret, a specialty store that sells quality lingerie and perfumes, was mentioned by 1/3 of the women interviewed. Macy’s, a mid-range department store, was mentioned by about 15% of respondents. In the “Other” category, we received a wide range of specific stores, but found that they consisted largely of sporting goods and athletic footwear stores that were national brands.

For what do Stephen F. Austin State University students shop?

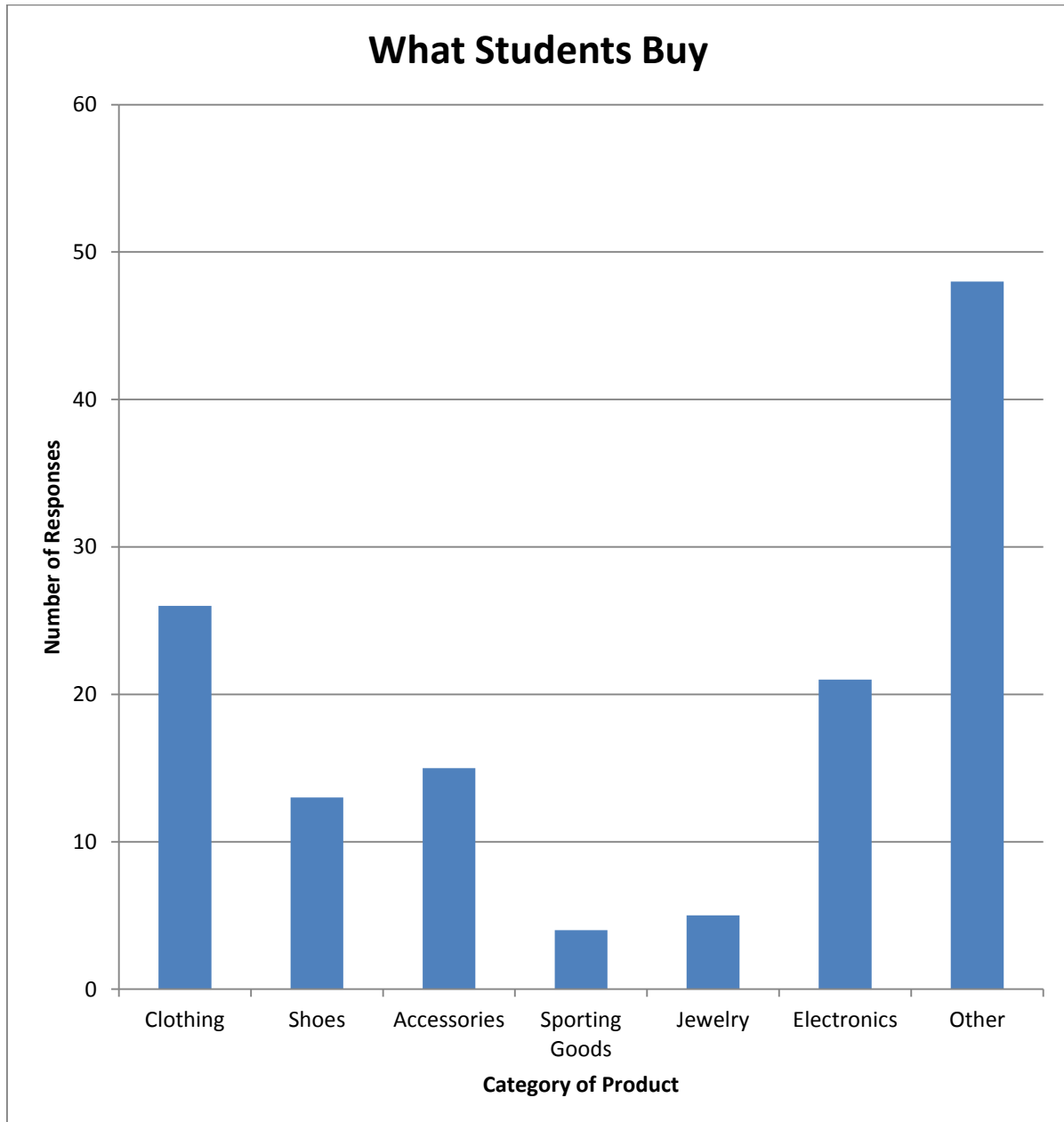


Chart 4

Chart 4 shows the group found that students are most likely to buy food, clothing, accessories, and electronics. In the chart, the “Other” category was chosen a great deal, and respondents explained that food was most often purchased in that case.

How often do Stephen F. Austin State University students shop?

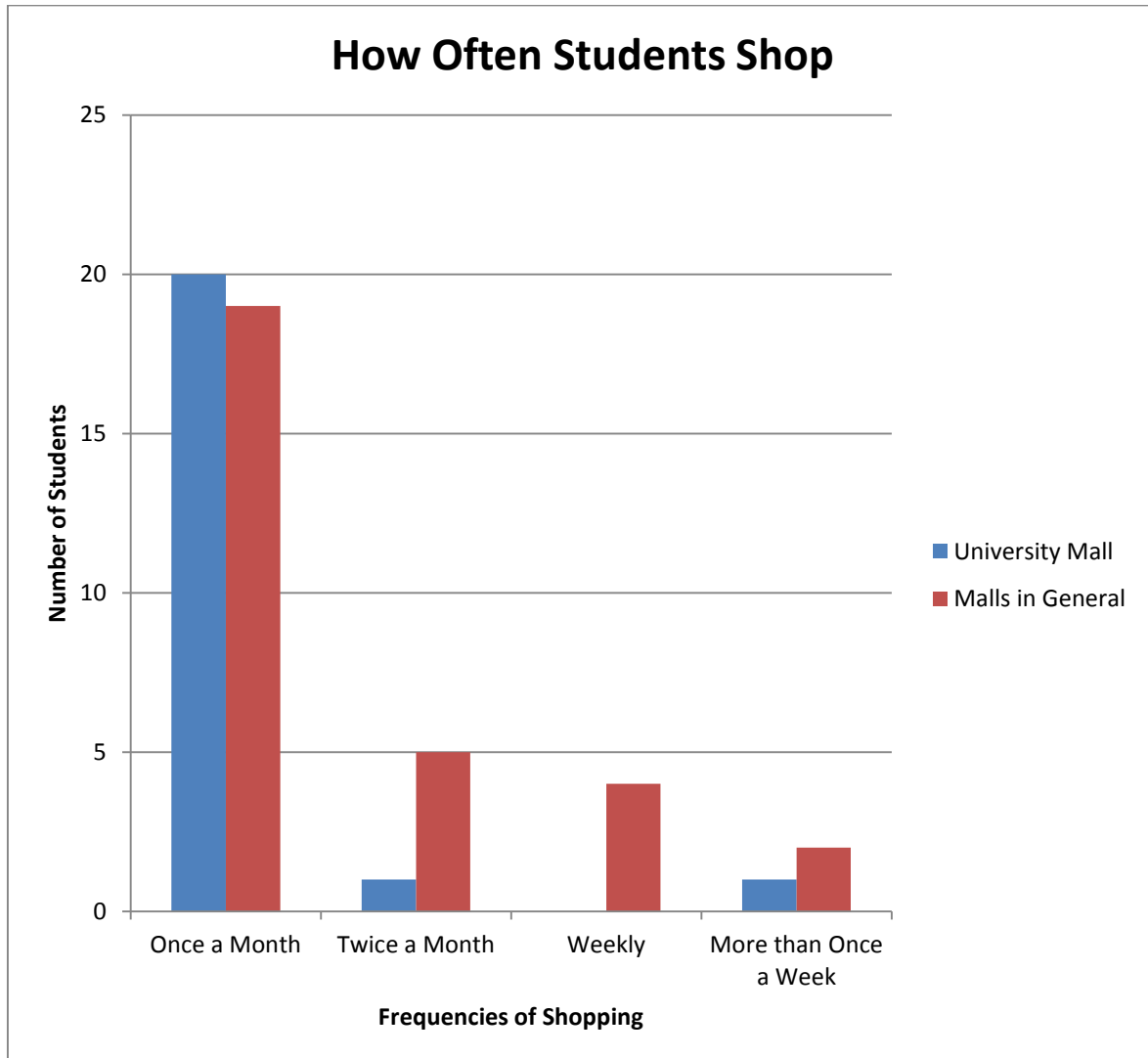


Chart 5

As shown in Chart 5, students tended to say that they shopped once a month, but on this question, we did not provide for an option of less than once a month, so we believe our research on this category in particular is not accurate, and any interpretation of that data may be misleading. The other categories have accurate data. Out of the 30 respondents that shop at malls in general, 5 shop twice a month, 4 shop weekly, and 2 shopped more than once a week. For University Mall, out of 22 respondents who shop there, only 1 shops twice a month, none shop weekly, and 1 shops more than once a week.

**What is the image of the University Mall in Nacogdoches, Texas,
according to Stephen F. Austin State University students?**

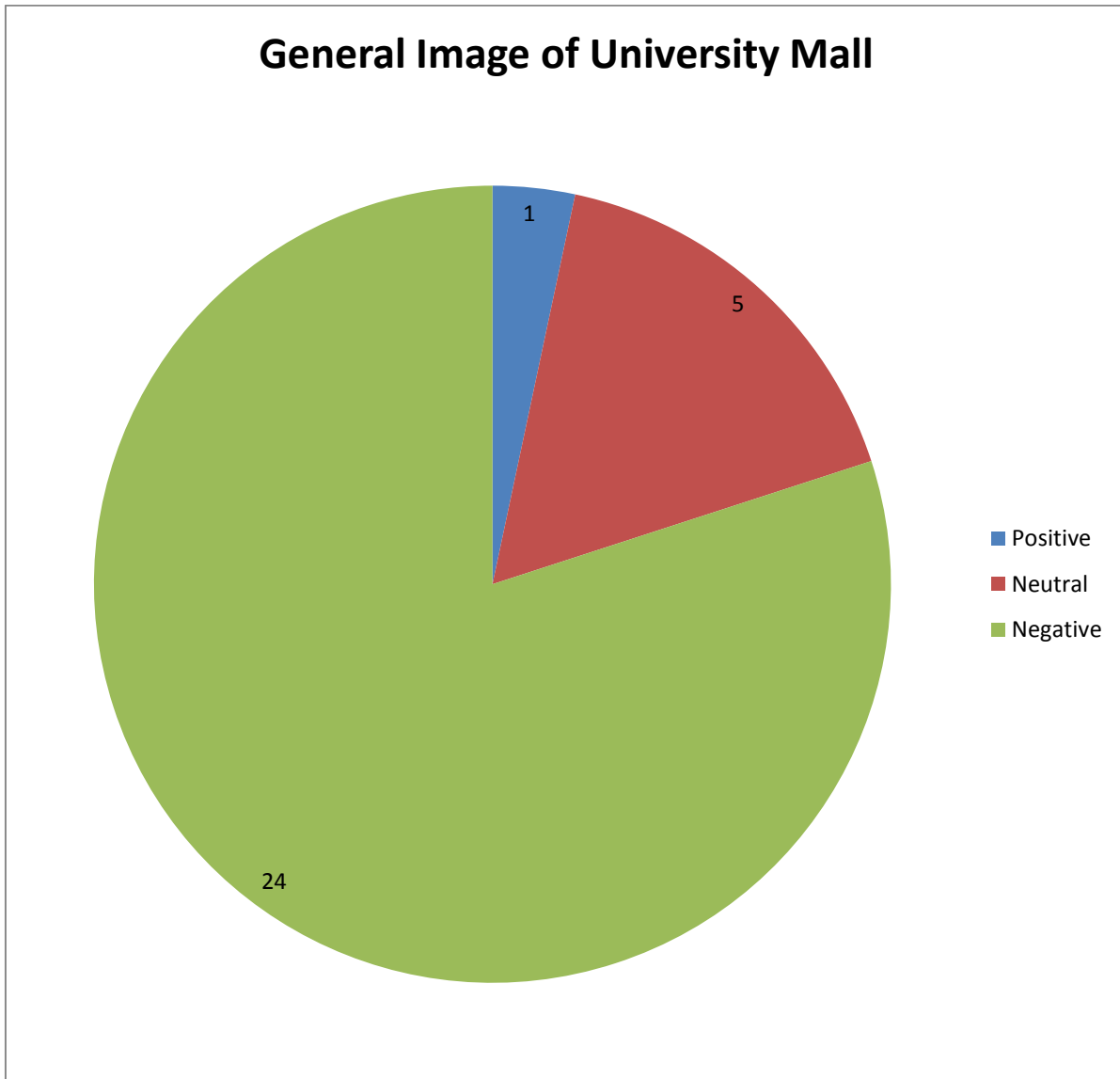


Chart 6

Students were asked with an open ended question about their general image of University Mall. Overwhelmingly, we received negative responses. There was only one positive response received from a student when asked in this way. Chart 6 illustrates the extreme negative opinion majority.

What attracts Stephen F. Austin State University students to particular shopping destinations?

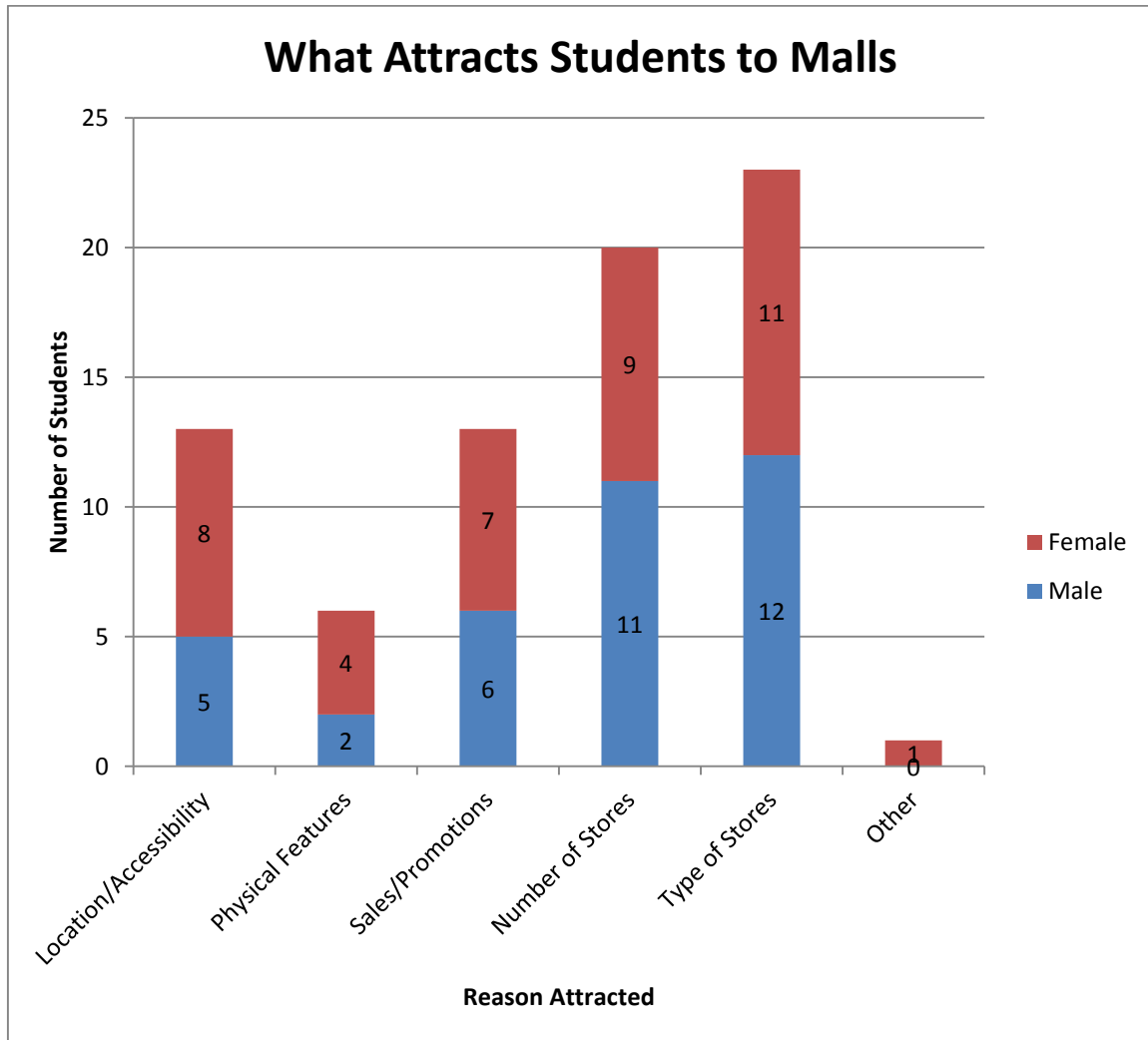


Chart 7

Students were asked to pick as many things that attract them to visit a particular mall from the list provided. In Chart 7, you can see that the type of stores is very important to students. The perception of value, quality, and affordability will later be shown to be a factor in this choice. The number of stores in the mall was also very important to students, and the researchers interpret this to mean that the students enjoy having a wide variety of stores from which to choose.

**What do Stephen F. Austin State University students
like/dislike about the University Mall in Nacogdoches, Texas?**

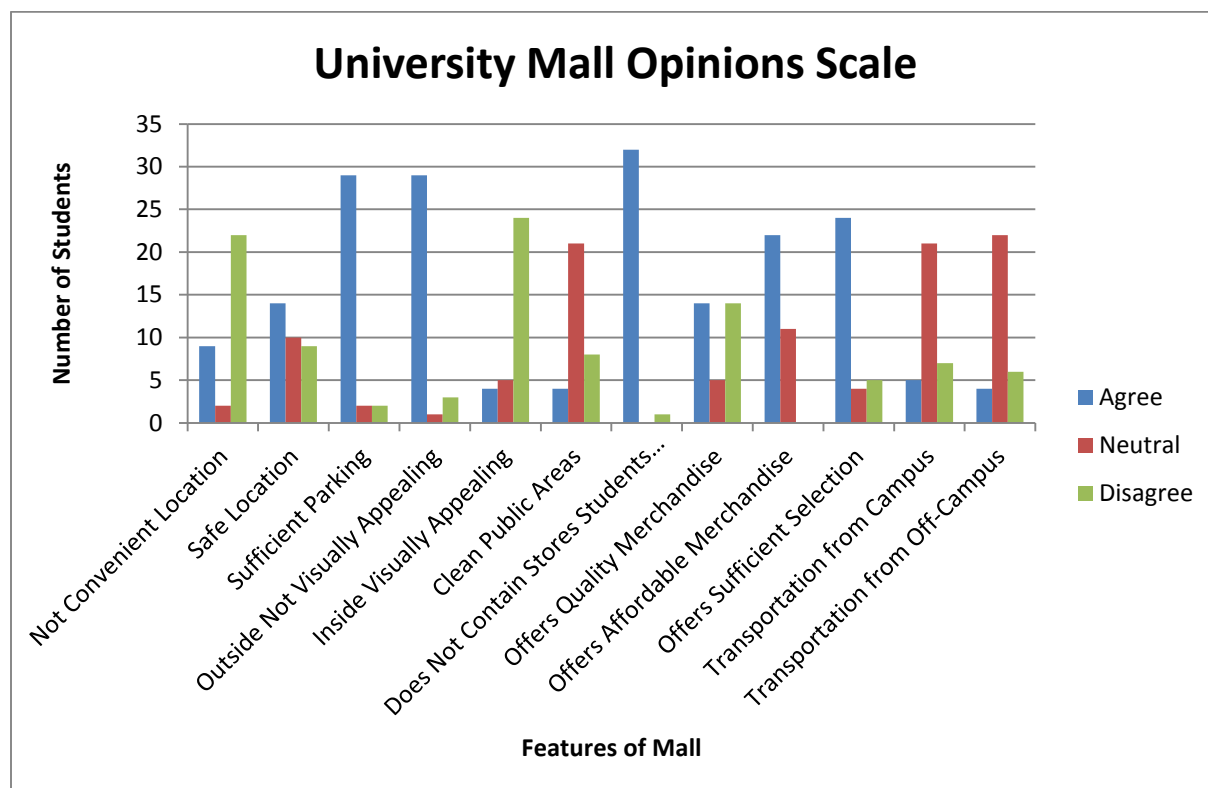


Chart 8

Chart 8 shows the collapsed data we received from the respondents. With a scale of 1-7 symbolizing how strongly students agree, with one being the highest, we asked students to rank each statement above. Most students disagree that the University Mall is not in a convenient location, which means that it is convenient. On the second statement, the answers were more even, but a few more students agreed that the mall is in a safe location. The overwhelming majority agree that the mall has sufficient parking, sufficient selection of merchandise, and affordable merchandise. They also agree that the outside is not visually appealing, and that the mall does not contain the stores where they want to shop. They disagree with the statement that the mall has a visually appealing interior. The students had more neutral opinions about the cleanliness of public areas within the mall, and the transportation to/from the mall and campus and off-campus residences.

**How does the image of University Mall in
Nacogdoches, Texas vary by relevant demographics?**

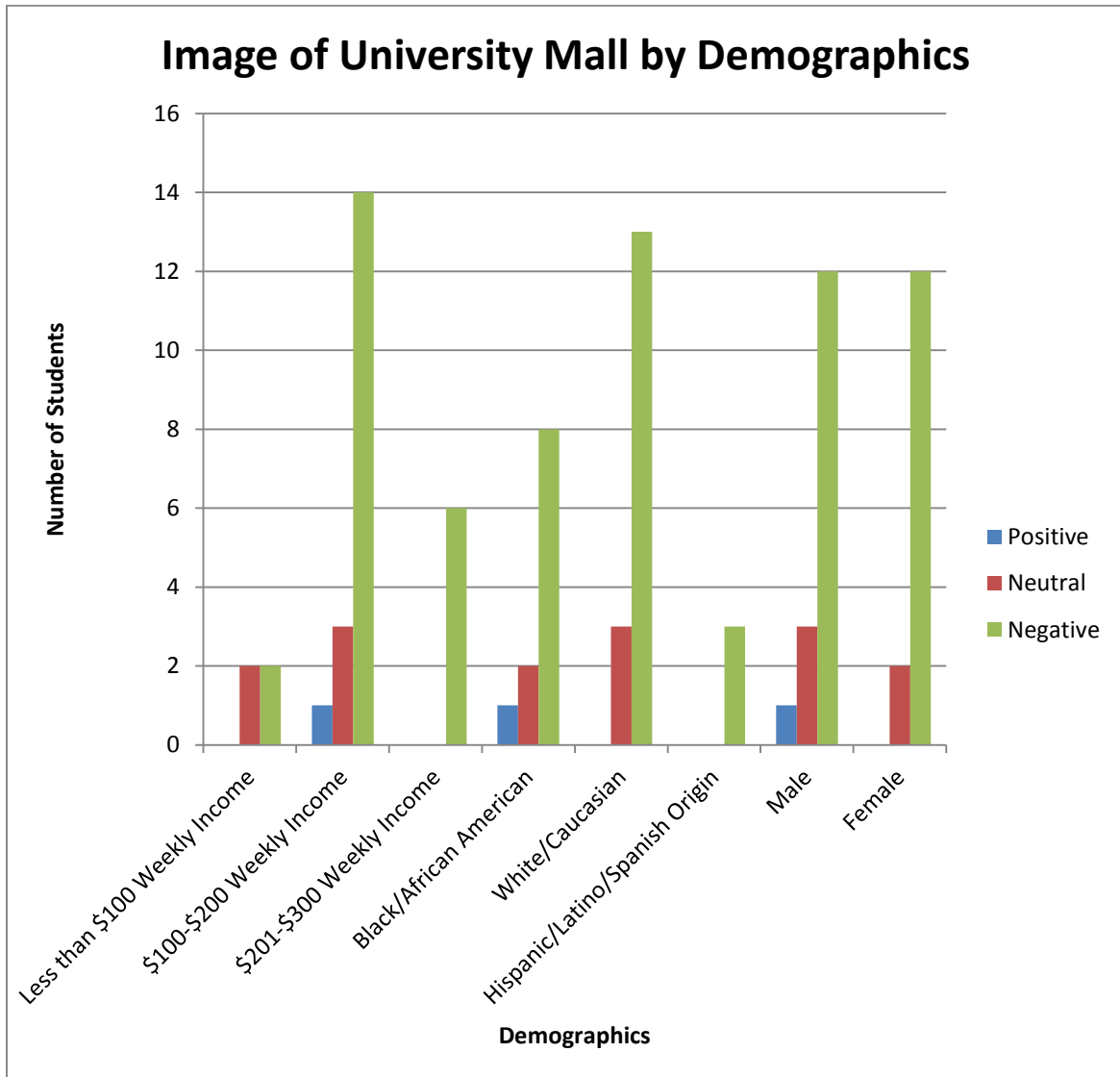


Chart 9

In Chart 9, you can see that regardless almost all relevant demographics, students have a negative opinion of the University Mall. The only exception to this is in the category of students whose income was less than \$100 weekly, there are an equal number of neutral opinions, but no positive opinions.

**How does the image of University Mall in
Nacogdoches, Texas vary by relevant geographics?**

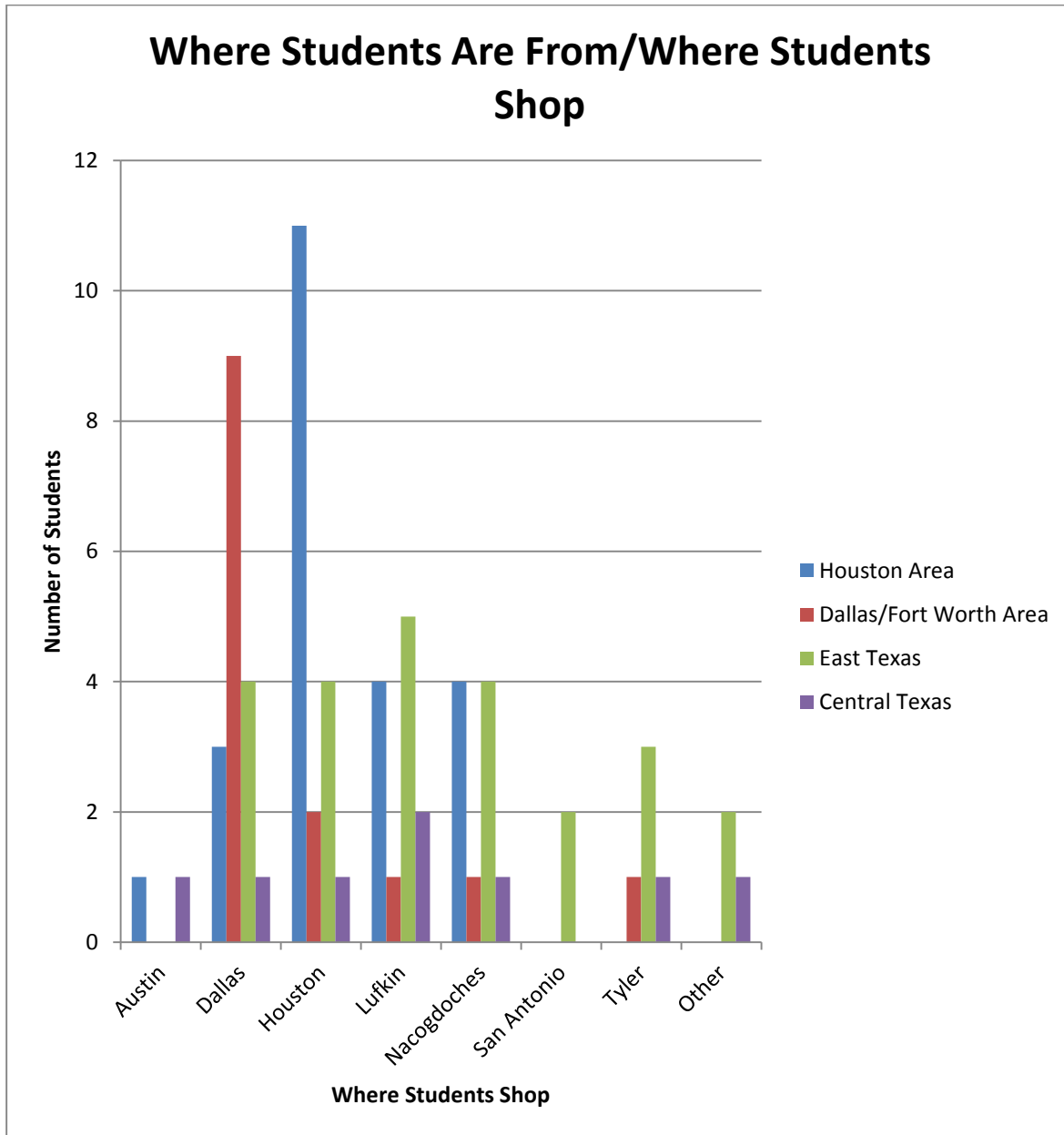


Chart 10

In Chart 10, the research shows that where students are from is closely correlated with where they shop. Houstonians are more likely to shop in Houston, Students from Dallas shop in Dallas, and Students from East Texas choose destinations that are widely varied.

Conclusions of Primary Research

Our primary research supports our hypothesis that the students at Stephen F. Austin State University have a negative image of the University Mall. The research team conclude that students would rather shop at the University Mall's competitors within a short driving distance from Nacogdoches, Texas. It is believed that improvements that students want to see are not possible in the current economic environment.

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Appendices

Frequency Tables

malefemale*\$whatattracts Crosstabulation

			What Attracts Respondents to Malls ^a			
			Location/Accessibility Attracts	Physical Features of Mall Attracts	Sales/Promotions Attracts	Number of Stores Attracts
Gender	Male	Count	5	2	6	11
	Female	Count	8	4	7	9
Total		Count	13	6	13	20

malefemale*\$whatattracts Crosstabulation

			What Attracts Respondents to Malls ^a		Total
			Type of Stores Attracts	Other Attracts	
Gender	Male	Count	12	0	16
	Female	Count	11	1	14
Total		Count	23	1	30

malefemale*\$storesstudentswant Crosstabulation

			Stores Students Want ^a			
			Victoria Secret Attracts	Macy's Attracts	Academy Attracts	Forever 21 Attracts
Gender	Male	Count	0	3	4	1
	Female	Count	5	2	0	9
Total		Count	5	5	4	10

malefemale*\$storesstudentswant Crosstabulation

			Stores Students Want ^a		Total
			Champs Attracts	Other Attracts	
Gender	Male	Count	2	15	18
	Female	Count	1	10	15
Total		Count	3	25	33

Mall in General * Gender Crosstabulation

Count

		Gender		Total
		Male	Female	
Mall in General	Positive	1	0	1
	Neutral	3	2	5
	Negative	12	12	24
Total		16	14	30

Mall in General * Race Crosstabulation

Count

		Race			Total
		Black/African American	White/Caucasian	Hispanic/Latino/Spanish origin	
Mall in General	Positive	1	0	0	1
	Neutral	2	3	0	5
	Negative	8	13	3	24
Total		11	16	3	30

Mall in General * Weekly Personal Income Crosstabulation

Count

		Weekly Personal Income			Total
		Less than \$100 weekly	\$100 - 200	\$201 - 300	
Mall in General	Positive	0	1	0	1
	Neutral	2	3	0	5
	Negative	2	14	6	22
Total		4	18	6	28

generalmall*\$whatattracts Crosstabulation

			What Attracts Respondents to Malls ^a			
			Location/Accessibility Attracts	Physical Features of Mall Attracts	Sales/Promotions Attracts	Number of Stores Attracts
Mall in General	Positive	Count	0	1	1	0

	Neutral	Count	2	0	4	3
	Negative	Count	11	5	8	17
Total		Count	13	6	13	20

generalmall*\$whatattracts Crosstabulation

			What Attracts Respondents to Malls ^a		Total
			Type of Stores Attracts	Other Attracts	
	Positive	Count	1	0	1
Mall in General	Neutral	Count	5	0	5
	Negative	Count	17	1	24
Total		Count	23	1	30

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

generalmall*\$whereshops Crosstabulation

			Where Students Shop ^a			
			Shops in Austin Mall(s)	Shops in Dallas Mall(s)	Shops in Houston Mall(s)	Shops in Lufkin Mall(s)
	Positive	Count	0	0	1	0
Mall in General	Neutral	Count	0	4	3	4
	Negative	Count	2	13	14	8
Total		Count	2	17	18	12

generalmall*\$whereshops Crosstabulation

			Where Students Shop ^a			
			Shops in Nacogdoches Mall(s)	Shops in San Antonio Mall(s)	Shops in Tyler Mall(s)	Shops in Other Mall(s)
	Positive	Count	1	0	0	0
Mall in General	Neutral	Count	4	1	2	1
	Negative	Count	5	1	3	2
Total		Count	10	2	5	3

generalmall*\$whereshops Crosstabulation

	Total ^a
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	Positive	Count	1
Mall in General	Neutral	Count	5
	Negative	Count	24
Total		Count	30

Crosstab

Count

		Not convenient location				
		Strongly agree	Agree	Somewhat agree	Neutral/Dont know	Somewhat disagree
	Positive	0	0	0	0	0
Mall in General	Neutral	0	1	0	0	1
	Negative	1	4	3	2	4
Total		1	5	3	2	5

Crosstab

Count

		Not convenient location		Total
		Disagree	Strongly disagree	
	Positive	1	0	1
Mall in General	Neutral	2	1	5
	Negative	5	5	24
Total		8	6	30

Crosstab

Count

		Has safe location				
		Strongly agree	Agree	Somewhat agree	Neutral/Dont know	Somewhat disagree
	Positive	0	0	1	0	0
Mall in General	Neutral	1	0	1	3	0
	Negative	2	5	3	6	3
Total		3	5	5	9	3

Crosstab

Count

		Has safe location		Total
		Disagree	Strongly disagree	
Mall in General	Positive	0	0	1
	Neutral	0	0	5
	Negative	3	2	24
	Total	3	2	30

Crosstab

Count

		Outside not physically appealing				
		Strongly agree	Agree	Somewhat agree	Neutral/Dont know	Somewhat disagree
Mall in General	Positive	1	0	0	0	0
	Neutral	2	1	1	1	0
	Negative	13	6	2	0	2
	Total	16	7	3	1	2

Crosstab

Count

		Outside not physically appealing	Total
		Strongly disagree	
Mall in General	Positive	0	1
	Neutral	0	5
	Negative	1	24
Total		1	30

Crosstab

Count

		Inside visually appealing				
		Agree	Somewhat agree	Neutral/Dont know	Somewhat disagree	Disagree
Mall in General	Positive	0	0	1	0	0

	Neutral	2	0	2	0	0
	Negative	1	1	1	5	3
Total		3	1	4	5	3

Crosstab

Count

		Inside visually appealing	Total
		Strongly disagree	
Mall in General	Positive	0	1
	Neutral	1	5
	Negative	13	24
Total		14	30

Crosstab

Count

		Clean public areas				
		Strongly agree	Agree	Somewhat agree	Neutral/Dont know	Somewhat disagree
Mall in General	Positive	0	0	0	1	0
	Neutral	0	1	0	4	0
	Negative	1	0	1	15	3
	Total	1	1	1	20	3

Crosstab

Count

		Clean public areas		Total
		Disagree	Strongly disagree	
Mall in General	Positive	0	0	1
	Neutral	0	0	5
	Negative	1	3	24
	Total	1	3	30

Crosstab

Count

		Not contain certain stores				Total
		Strongly agree	Agree	Somewhat agree	Disagree	
Mall in General	Positive	0	1	0	0	1
	Neutral	1	1	2	1	5
	Negative	17	5	2	0	24
Total		18	7	4	1	30

Crosstab

Count

		Offer quality merchandise				
		Strongly agree	Agree	Somewhat agree	Neutral/Dont know	Somewhat disagree
Mall in General	Positive	0	0	1	0	0
	Neutral	1	3	0	1	0
	Negative	1	3	5	4	2
Total		2	6	6	5	2

Crosstab

Count

		Offer quality merchandise		Total
		Disagree	Strongly disagree	
Mall in General	Positive	0	0	1
	Neutral	0	0	5
	Negative	3	6	24
Total		3	6	30

Crosstab

Count

		Offer affordable merchandise				Total
		Strongly agree	Agree	Somewhat agree	Neutral/Dont know	
Mall in General	Positive	0	0	1	0	1
	Neutral	1	0	3	1	5

	Negative	3	5	7	9	24
Total		4	5	11	10	30

Crosstab

Count

		Sufficient selection of merchandise				
		Strongly agree	Agree	Somewhat agree	Neutral/Dont know	Somewhat disagree
	Positive	1	0	0	0	0
Mall in General	Neutral	0	2	0	2	0
	Negative	10	6	3	2	1
Total		11	8	3	4	1

Crosstab

Count

		Sufficient selection of merchandise		Total
		Disagree	Strongly disagree	
	Positive	0	0	1
Mall in General	Neutral	0	1	5
	Negative	1	1	24
Total		1	2	30

Crosstab

Count

		Transportation from campus				
		Strongly agree	Agree	Neutral/Dont know	Disagree	Strongly disagree
	Positive	0	0	0	1	0
Mall in General	Neutral	0	0	3	1	1
	Negative	2	3	15	2	2
Total		2	3	18	4	3

Crosstab

Count

	Total
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Mall in General	Positive	1
	Neutral	5
	Negative	24
Total		30

race*\$whatattracts Crosstabulation

			What Attracts Respondents to Malls ^a		
			Location/Accessibility Attracts	Physical Features of Mall Attracts	Sales/Promotions Attracts
Race	Black/African American	Count	5	3	8
	White/Caucasian	Count	7	3	5
	Hispanic/Latino/Spanish origin	Count	1	0	0
	Total	Count	13	6	13

race*\$whatattracts Crosstabulation

			What Attracts Respondents to Malls ^a			Total
			Number of Stores Attracts	Type of Stores Attracts	Other Attracts	
Race	Black/African American	Count	7	10	0	11
	White/Caucasian	Count	11	10	1	16
	Hispanic/Latino/Spanish origin	Count	2	3	0	3
	Total	Count	20	23	1	30

\$storetypepreferred*\$storesstudentswant Crosstabulation

			Stores Students Want ^a	
			Victoria Secret Attracts	Macy's Attracts
Type of Store Preferred ^a	Prefer Outdoor Shopping Malls	Count	2	0
	Prefer Department Stores	Count	0	2
	Prefer Discount Stores	Count	2	3
	Prefer Specialty Stores	Count	1	3
	Prefer Boutiques	Count	3	1
	Prefer Resale/Thrift	Count	2	2

	Prefer Other	Count	1	1
Total		Count	5	5

\$storetypepreferred*\$storesstudentswant Crosstabulation

			Stores Students Want ^a	
			Academy Attracts	Forever 21 Attracts
Type of Store Preferred ^a	Prefer Outdoor Shopping Malls	Count	1	1
	Prefer Department Stores	Count	4	4
	Prefer Discount Stores	Count	2	7
	Prefer Specialty Stores	Count	2	4
	Prefer Boutiques	Count	0	6
	Prefer Resale/Thrift	Count	1	4
	Prefer Other	Count	0	1
Total		Count	4	10

\$storetypepreferred*\$storesstudentswant Crosstabulation

			Stores Students Want ^a		Total
			Champs Attracts	Other Attracts	
Type of Store Preferred ^a	Prefer Outdoor Shopping Malls	Count	0	5	7
	Prefer Department Stores	Count	1	13	17
	Prefer Discount Stores	Count	2	16	21
	Prefer Specialty Stores	Count	1	9	13
	Prefer Boutiques	Count	1	9	11
	Prefer Resale/Thrift	Count	2	8	12
	Prefer Other	Count	0	3	3
Total		Count	3	25	33

\$whereshops Frequencies

		Responses		Percent of Cases
		N	Percent	
Where Students Shop ^a	Shops in Austin Mall(s)	2	2.9%	6.7%

	Shops in Dallas Mall(s)	17	24.6%	56.7%
	Shops in Houston Mall(s)	18	26.1%	60.0%
	Shops in Lufkin Mall(s)	12	17.4%	40.0%
	Shops in Nacogdoches Mall(s)	10	14.5%	33.3%
	Shops in San Antonio Mall(s)	2	2.9%	6.7%
	Shops in Tyler Mall(s)	5	7.2%	16.7%
	Shops in Other Mall(s)	3	4.3%	10.0%
Total		69	100.0%	230.0%

a. Dichotomy group tabulated at value 1.

\$whatattracts Frequencies

		Responses		Percent of Cases
		N	Percent	
What Attracts Respondents to Malls ^a	Location/Accessibility Attracts	13	17.1%	43.3%
	Physical Features of Mall Attracts	6	7.9%	20.0%
	Sales/Promotions Attracts	13	17.1%	43.3%
	Number of Stores Attracts	20	26.3%	66.7%
	Type of Stores Attracts	23	30.3%	76.7%
	Other Attracts	1	1.3%	3.3%
Total		76	100.0%	253.3%

a. Dichotomy group tabulated at value 1.

\$storesinunivmall Frequencies

		Responses		Percent of Cases
		N	Percent	
Stores Shopped at University Mall ^a	Shops at Belk	10	26.3%	52.6%
	Shops at JC Penney	8	21.1%	42.1%
	Shops at Bath & Body Works	5	13.2%	26.3%

	Shops at CitiTrends	3	7.9%	15.8%
	Shops at Claire's	1	2.6%	5.3%
	Shops at Hibbett Sporting Goods	8	21.1%	42.1%
	Shops at Payless Shoesource	3	7.9%	15.8%
Total		38	100.0%	200.0%

a. Dichotomy group tabulated at value 1.

\$storesstudentswant Frequencies

		Responses		Percent of Cases
		N	Percent	
Stores Students Want ^a	Victoria Secret Attracts	5	9.6%	15.2%
	Macy's Attracts	5	9.6%	15.2%
	Academy Attracts	4	7.7%	12.1%
	Forever 21 Attracts	10	19.2%	30.3%
	Champs Attracts	3	5.8%	9.1%
	Other Attracts	25	48.1%	75.8%
Total		52	100.0%	157.6%

\$storetypepreferred Frequencies

		Responses		Percent of Cases
		N	Percent	
Type of Store Preferred ^a	Prefer Outdoor Shopping Malls	7	8.3%	21.2%
	Prefer Department Stores	17	20.2%	51.5%
	Prefer Discount Stores	21	25.0%	63.6%
	Prefer Specialty Stores	13	15.5%	39.4%
	Prefer Boutiques	11	13.1%	33.3%
	Prefer Resale/Thrift	12	14.3%	36.4%
	Prefer Other	3	3.6%	9.1%
Total		84	100.0%	254.5%

livebeforenac*\$whereshops Crosstabulation

			Where Students Shop ^a	
			Shops in Austin Mall(s)	Shops in Dallas Mall(s)
Lived Before Nacogdoches	Houston Area	Count	1	3
	Dallas/Fort Worth Area	Count	0	9
	East Texas	Count	0	4
	Central Texas	Count	1	1
Total		Count	2	17

livebeforenac*\$whereshops Crosstabulation

			Where Students Shop ^a	
			Shops in Houston Mall(s)	Shops in Lufkin Mall(s)
Lived Before Nacogdoches	Houston Area	Count	11	4
	Dallas/Fort Worth Area	Count	2	1
	East Texas	Count	4	5
	Central Texas	Count	1	2
Total		Count	18	12

livebeforenac*\$whereshops Crosstabulation

			Where Students Shop ^a	
			Shops in Nacogdoches Mall(s)	Shops in San Antonio Mall(s)
Lived Before Nacogdoches	Houston Area	Count	4	0
	Dallas/Fort Worth Area	Count	1	0
	East Texas	Count	4	2
	Central Texas	Count	1	0
Total		Count	10	2

livebeforenac*\$whereshops Crosstabulation

		Where Students Shop ^a		Total
		Shops in Tyler Mall(s)	Shops in Other Mall(s)	

Lived Before Nacogdoches	Houston Area	Count	0	0	11
	Dallas/Fort Worth Area	Count	1	0	9
	East Texas	Count	3	2	6
	Central Texas	Count	1	1	4
Total		Count	5	3	30

\$whatattracts*\$whereshops Crosstabulation

			Where Students Shop ^a	
			Shops in Austin Mall(s)	Shops in Dallas Mall(s)
What Attracts Respondents to Malls ^a	Location/Accessibility Attracts	Count	1	9
	Physical Features of Mall Attracts	Count	1	3
	Sales/Promotions Attracts	Count	2	7
	Number of Stores Attracts	Count	2	15
	Type of Stores Attracts	Count	2	14
	Other Attracts	Count	0	0
Total		Count	2	17

\$whatattracts*\$whereshops Crosstabulation

			Where Students Shop ^a	
			Shops in Houston Mall(s)	Shops in Lufkin Mall(s)
What Attracts Respondents to Malls ^a	Location/Accessibility Attracts	Count	8	5
	Physical Features of Mall Attracts	Count	5	3
	Sales/Promotions Attracts	Count	8	8
	Number of Stores Attracts	Count	10	10
	Type of Stores Attracts	Count	15	12
	Other Attracts	Count	1	0
Total		Count	18	12

\$whatattracts*\$whereshops Crosstabulation

			Where Students Shop ^a	
			Shops in Nacogdoches Mall(s)	Shops in San Antonio Mall(s)

What Attracts Respondents to Malls ^a	Location/Accessibility Attracts	Count	3	0
	Physical Features of Mall Attracts	Count	3	1
	Sales/Promotions Attracts	Count	7	1
	Number of Stores Attracts	Count	8	2
	Type of Stores Attracts	Count	10	2
	Other Attracts	Count	0	0
Total		Count	10	2

\$whatattracts*\$whereshops Crosstabulation

			Where Students Shop ^a	
			Shops in Tyler Mall(s)	Shops in Other Mall(s)
What Attracts Respondents to Malls ^a	Location/Accessibility Attracts	Count	2	2
	Physical Features of Mall Attracts	Count	1	0
	Sales/Promotions Attracts	Count	3	1
	Number of Stores Attracts	Count	4	2
	Type of Stores Attracts	Count	5	2
	Other Attracts	Count	0	0
Total		Count	5	3

\$whatattracts*\$whereshops Crosstabulation

			Total ^a
What Attracts Respondents to Malls ^a	Location/Accessibility Attracts	Count	13
	Physical Features of Mall Attracts	Count	6
	Sales/Promotions Attracts	Count	13
	Number of Stores Attracts	Count	20
	Type of Stores Attracts	Count	23
	Other Attracts	Count	1
Total		Count	30

Frequency Table

Items Bought Daily

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Accessories	4	12.1	12.1	12.1
Sporting Goods	1	3.0	3.0	15.2
Other	28	84.8	84.8	100.0
Total	33	100.0	100.0	

Items Bought Weekly

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Clothing	10	30.3	30.3	30.3
Accessories	5	15.2	15.2	45.5
Sporting Goods	2	6.1	6.1	51.5
Other	16	48.5	48.5	100.0
Total	33	100.0	100.0	

Items Bought Monthly

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Clothing	14	42.4	42.4	42.4
Shoes	6	18.2	18.2	60.6
Accessories	6	18.2	18.2	78.8
Electronics	3	9.1	9.1	87.9
Other	4	12.1	12.1	100.0
Total	33	100.0	100.0	

Items Bought Yearly

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Clothing	2	6.1	6.1	6.1
Shoes	7	21.2	21.2	27.3

Sporting Goods	1	3.0	3.0	30.3
Jewelry	5	15.2	15.2	45.5
Electronics	18	54.5	54.5	100.0
Total	33	100.0	100.0	

Prefer Outdoor Shopping Malls

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	7	21.2	21.2	21.2
No	26	78.8	78.8	100.0
Total	33	100.0	100.0	

Prefer Department Stores

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	17	51.5	51.5	51.5
No	16	48.5	48.5	100.0
Total	33	100.0	100.0	

Prefer Discount Stores

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	21	63.6	63.6	63.6
No	12	36.4	36.4	100.0
Total	33	100.0	100.0	

Prefer Specialty Stores

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	13	39.4	39.4	39.4
No	20	60.6	60.6	100.0
Total	33	100.0	100.0	

Prefer Boutiques

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	33.3	33.3	33.3
	No	22	66.7	66.7	100.0
	Total	33	100.0	100.0	

Prefer Resale/Thrift

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	36.4	36.4	36.4
	No	21	63.6	63.6	100.0
	Total	33	100.0	100.0	

Prefer Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	9.1	9.1	9.1
	No	30	90.9	90.9	100.0
	Total	33	100.0	100.0	

Shops in Indoor Shopping Malls

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	84.8	84.8	84.8
	No	5	15.2	15.2	100.0
	Total	33	100.0	100.0	

How Often Shops in Malls

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a Month	19	57.6	63.3	63.3
	Twice a Month	5	15.2	16.7	80.0
	Every Week	4	12.1	13.3	93.3

	More Than Once a Week	2	6.1	6.7	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Shops in Austin Mall(s)

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	2	6.1	6.7	6.7
Valid	No	28	84.8	93.3	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Shops in Dallas Mall(s)

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	17	51.5	56.7	56.7
Valid	No	13	39.4	43.3	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Shops in Houston Mall(s)

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	18	54.5	60.0	60.0
Valid	No	12	36.4	40.0	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Shops in Lufkin Mall(s)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	36.4	40.0	40.0
	No	18	54.5	60.0	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Shops in Nacogdoches Mall(s)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	30.3	33.3	33.3
	No	20	60.6	66.7	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Shops in San Antonio Mall(s)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	6.1	6.7	6.7
	No	28	84.8	93.3	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Shops in Tyler Mall(s)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	15.2	16.7	16.7

	No	25	75.8	83.3	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Shops in Other Mall(s)

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	3	9.1	10.0	10.0
Valid	No	27	81.8	90.0	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Location/Accessibility Attracts

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	13	39.4	43.3	43.3
Valid	No	17	51.5	56.7	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Physical Features of Mall Attracts

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	6	18.2	20.0	20.0
Valid	No	24	72.7	80.0	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Sales/Promotions Attracts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	39.4	43.3	43.3
	No	17	51.5	56.7	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Number of Stores Attracts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	60.6	66.7	66.7
	No	10	30.3	33.3	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Type of Stores Attracts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	69.7	76.7	76.7
	No	7	21.2	23.3	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Other Attracts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	3.0	3.3	3.3

	No	29	87.9	96.7	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Appearance Importance

		Frequency	Percent	Valid Percent	Cumulative Percent
	.5	1	3.0	3.4	3.4
	10%	8	24.2	27.6	31.0
	15%	2	6.1	6.9	37.9
	20%	10	30.3	34.5	72.4
	25%	2	6.1	6.9	79.3
Valid	30%	3	9.1	10.3	89.7
	40%	1	3.0	3.4	93.1
	50%	1	3.0	3.4	96.6
	80%	1	3.0	3.4	100.0
	Total	29	87.9	100.0	
Missing	System	4	12.1		
Total		33	100.0		

Parking Importance

		Frequency	Percent	Valid Percent	Cumulative Percent
	.0	1	3.0	3.4	3.4
	.5	1	3.0	3.4	6.9
	10%	12	36.4	41.4	48.3
	15%	1	3.0	3.4	51.7
Valid	20%	6	18.2	20.7	72.4
	25%	1	3.0	3.4	75.9
	30%	3	9.1	10.3	86.2
	50%	3	9.1	10.3	96.6

	60%	1	3.0	3.4	100.0
	Total	29	87.9	100.0	
Missing	System	4	12.1		
Total		33	100.0		

Retailers Importance

	Frequency	Percent	Valid Percent	Cumulative Percent
.0	1	3.0	3.4	3.4
.5	1	3.0	3.4	6.9
10%	3	9.1	10.3	17.2
15%	1	3.0	3.4	20.7
20%	6	18.2	20.7	41.4
25%	1	3.0	3.4	44.8
30%	5	15.2	17.2	62.1
40%	3	9.1	10.3	72.4
50%	5	15.2	17.2	89.7
60%	2	6.1	6.9	96.6
70%	1	3.0	3.4	100.0
Total	29	87.9	100.0	
Missing	System	4	12.1	
Total	33	100.0		

Location Importance

	Frequency	Percent	Valid Percent	Cumulative Percent
.0	1	3.0	3.4	3.4
.5	2	6.1	6.9	10.3
10%	6	18.2	20.7	31.0
15%	2	6.1	6.9	37.9
20%	7	21.2	24.1	62.1
25%	2	6.1	6.9	69.0

	30%	5	15.2	17.2	86.2
	40%	1	3.0	3.4	89.7
	50%	2	6.1	6.9	96.6
	90%	1	3.0	3.4	100.0
	Total	29	87.9	100.0	
Missing	System	4	12.1		
Total		33	100.0		

Atmosphere Importance

		Frequency	Percent	Valid Percent	Cumulative Percent
	.0	2	6.1	6.9	6.9
	.5	4	12.1	13.8	20.7
	10%	11	33.3	37.9	58.6
	15%	3	9.1	10.3	69.0
Valid	20%	5	15.2	17.2	86.2
	25%	2	6.1	6.9	93.1
	40%	1	3.0	3.4	96.6
	70%	1	3.0	3.4	100.0
	Total	29	87.9	100.0	
Missing	System	4	12.1		
Total		33	100.0		

Awareness of Univeristy Mall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	90.9	100.0	100.0
Missing	System	3	9.1		
Total		33	100.0		

Mall in General

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	1	3.0	3.3	3.3
	Neutral	5	15.2	16.7	20.0
	Negative	24	72.7	80.0	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Shopped at University Mall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	72.7	80.0	80.0
	No	6	18.2	20.0	100.0
	Total	30	90.9	100.0	
Missing	System	3	9.1		
Total		33	100.0		

Likely to Shop Again

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	3	9.1	12.0	12.0
	Likely	10	30.3	40.0	52.0
	Not Likely	4	12.1	16.0	68.0
	Not Very Likely	8	24.2	32.0	100.0
	Total	25	75.8	100.0	
Missing	System	8	24.2		
Total		33	100.0		

Frequency of shopping at University Mall

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Once a month	20	60.6	90.9	90.9
	Twice a month	1	3.0	4.5	95.5
	More than once a week	1	3.0	4.5	100.0
	Total	22	66.7	100.0	
Missing	System	11	33.3		
Total		33	100.0		

Shops at Belk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	30.3	43.5	43.5
	No	13	39.4	56.5	100.0
	Total	23	69.7	100.0	
Missing	System	10	30.3		
Total		33	100.0		

Shops at JC Penney

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	24.2	34.8	34.8
	No	15	45.5	65.2	100.0
	Total	23	69.7	100.0	
Missing	System	10	30.3		
Total		33	100.0		

Shops at Burke's Outlet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	23	69.7	100.0	100.0
Missing	System	10	30.3		
Total		33	100.0		

Shops at Bath & Body Works

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	15.2	21.7	21.7
	No	18	54.5	78.3	100.0
	Total	23	69.7	100.0	
Missing	System	10	30.3		
Total		33	100.0		

Shops at CitiTrends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	9.1	13.0	13.0
	No	20	60.6	87.0	100.0
	Total	23	69.7	100.0	
Missing	System	10	30.3		
Total		33	100.0		

Shops at Claire's

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	3.0	4.3	4.3
	No	22	66.7	95.7	100.0
	Total	23	69.7	100.0	
Missing	System	10	30.3		
Total		33	100.0		

Shops at Hibbett Sporting Goods

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	24.2	34.8	34.8

	No	15	45.5	65.2	100.0
	Total	23	69.7	100.0	
	Missing	System	10	30.3	
	Total	33	100.0		

Shops at Payless Shoesource

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	9.1	13.0	13.0
	No	20	60.6	87.0	100.0
	Total	23	69.7	100.0	
Missing	System	10	30.3		
Total		33	100.0		

Shops at Gordon's Jewelers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	23	69.7	100.0	100.0
Missing	System	10	30.3		
Total		33	100.0		

Shops at Other Stores

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	23	69.7	100.0	100.0
Missing	System	10	30.3		
Total		33	100.0		

Not convenient location

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	1	3.0	3.0	3.0

Agree	5	15.2	15.2	18.2
Somewhat agree	3	9.1	9.1	27.3
Neutral/Dont know	2	6.1	6.1	33.3
Somewhat disagree	6	18.2	18.2	51.5
Disagree	9	27.3	27.3	78.8
Strongly disagree	7	21.2	21.2	100.0
Total	33	100.0	100.0	

Has safe location

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	4	12.1	12.1	12.1
Valid Agree	5	15.2	15.2	27.3
Valid Somewhat agree	5	15.2	15.2	42.4
Valid Neutral/Dont know	10	30.3	30.3	72.7
Valid Somewhat disagree	4	12.1	12.1	84.8
Valid Disagree	3	9.1	9.1	93.9
Valid Strongly disagree	2	6.1	6.1	100.0
Total	33	100.0	100.0	

Has suffecient parking

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	13	39.4	39.4	39.4
Valid Agree	13	39.4	39.4	78.8
Valid Somewhat agree	3	9.1	9.1	87.9
Valid Neutral/Dont know	2	6.1	6.1	93.9
Valid Somewhat disagree	1	3.0	3.0	97.0
Valid Strongly disagree	1	3.0	3.0	100.0
Total	33	100.0	100.0	

Outside not physically appealing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	17	51.5	51.5	51.5
Agree	9	27.3	27.3	78.8
Somewhat agree	3	9.1	9.1	87.9
Neutral/Dont know	1	3.0	3.0	90.9
Somewhat disagree	2	6.1	6.1	97.0
Strongly disagree	1	3.0	3.0	100.0
Total	33	100.0	100.0	

Inside visually appealing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	3	9.1	9.1	9.1
Somewhat agree	1	3.0	3.0	12.1
Neutral/Dont know	5	15.2	15.2	27.3
Somewhat disagree	5	15.2	15.2	42.4
Disagree	4	12.1	12.1	54.5
Strongly disagree	15	45.5	45.5	100.0
Total	33	100.0	100.0	

Clean public areas

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	2	6.1	6.1	6.1
Agree	1	3.0	3.0	9.1
Somewhat agree	1	3.0	3.0	12.1
Neutral/Dont know	21	63.6	63.6	75.8
Somewhat disagree	4	12.1	12.1	87.9
Disagree	1	3.0	3.0	90.9
Strongly disagree	3	9.1	9.1	100.0
Total	33	100.0	100.0	

Not contain certain stores

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	21	63.6	63.6	63.6
Agree	7	21.2	21.2	84.8
Somewhat agree	4	12.1	12.1	97.0
Disagree	1	3.0	3.0	100.0
Total	33	100.0	100.0	

Offer quality merchandise

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	2	6.1	6.1	6.1
Agree	6	18.2	18.2	24.2
Somewhat agree	6	18.2	18.2	42.4
Neutral/Dont know	5	15.2	15.2	57.6
Somewhat disagree	4	12.1	12.1	69.7
Disagree	3	9.1	9.1	78.8
Strongly disagree	7	21.2	21.2	100.0
Total	33	100.0	100.0	

Offer affordable merchandise

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	5	15.2	15.2	15.2
Agree	5	15.2	15.2	30.3
Somewhat agree	12	36.4	36.4	66.7
Neutral/Dont know	11	33.3	33.3	100.0
Total	33	100.0	100.0	

Sufficient selection of merchandise

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Strongly agree	12	36.4	36.4	36.4
	Agree	8	24.2	24.2	60.6
	Somewhat agree	4	12.1	12.1	72.7
	Neutral/Dont know	4	12.1	12.1	84.8
	Somewhat disagree	1	3.0	3.0	87.9
	Disagree	1	3.0	3.0	90.9
	Strongly disagree	3	9.1	9.1	100.0
	Total	33	100.0	100.0	

Transportation from campus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	2	6.1	6.1
	Agree	3	9.1	15.2
	Neutral/Dont know	21	63.6	78.8
	Disagree	4	12.1	90.9
	Strongly disagree	3	9.1	100.0
	Total	33	100.0	

Transportation off campus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	3	9.1	9.1
	Agree	1	3.0	12.1
	Neutral/Dont know	22	66.7	78.8
	Somewhat disagree	1	3.0	81.8
	Disagree	4	12.1	93.9
	Strongly disagree	2	6.1	100.0
	Total	33	100.0	

Victoria Secret Attracts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	15.2	15.2	15.2
	No	28	84.8	84.8	100.0
	Total	33	100.0	100.0	

Macy's Attracts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	15.2	15.2	15.2
	No	28	84.8	84.8	100.0
	Total	33	100.0	100.0	

Academy Attracts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	12.1	12.1	12.1
	No	29	87.9	87.9	100.0
	Total	33	100.0	100.0	

Forever 21 Attracts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	30.3	30.3	30.3
	No	23	69.7	69.7	100.0
	Total	33	100.0	100.0	

Champs Attracts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	9.1	9.1	9.1
	No	30	90.9	90.9	100.0
	Total	33	100.0	100.0	

Other Attracts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	75.8	75.8	75.8
	No	8	24.2	24.2	100.0
	Total	33	100.0	100.0	

Online/Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	27.3	27.3	27.3
	No	24	72.7	72.7	100.0
	Total	33	100.0	100.0	

Shopping center in Nacogdoches

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	6.1	6.1	6.1
	No	31	93.9	93.9	100.0
	Total	33	100.0	100.0	

At University Mall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	6.1	6.1	6.1
	No	31	93.9	93.9	100.0
	Total	33	100.0	100.0	

City or town other than Nacogdoches

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	90.9	90.9	90.9

No	3	9.1	9.1	100.0
Total	33	100.0	100.0	

Lives Inside Nacogdoches City Limits

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	30	90.9	90.9	90.9
Valid No	3	9.1	9.1	100.0
Total	33	100.0	100.0	

Primary Residence in Nacogdoches

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid On campus	5	15.2	15.6	15.6
Valid Off Campus	27	81.8	84.4	100.0
Total	32	97.0	100.0	
Missing System	1	3.0		
Total	33	100.0		

Lived Before Nacogdoches

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Brenham	1	3.0	3.0	3.0
Valid Cedar Park	1	3.0	3.0	6.1
Valid College Station	1	3.0	3.0	9.1
Valid Dallas	2	6.1	6.1	15.2
Valid Dangerfield	1	3.0	3.0	18.2
Valid Douglass	1	3.0	3.0	21.2
Valid Fort Worth	3	9.1	9.1	30.3
Valid Houston	9	27.3	27.3	57.6
Valid Humble	1	3.0	3.0	60.6
Valid Katy	2	6.1	6.1	66.7

Keller	1	3.0	3.0	69.7
League City	1	3.0	3.0	72.7
Longview	2	6.1	6.1	78.8
Lufkin	1	3.0	3.0	81.8
Mansfield	1	3.0	3.0	84.8
Murphy	1	3.0	3.0	87.9
Plano	1	3.0	3.0	90.9
Prosper	1	3.0	3.0	93.9
Stevenville	1	3.0	3.0	97.0
Tyler	1	3.0	3.0	100.0
Total	33	100.0	100.0	

Lived Before Nacogdoches

	Frequency	Percent	Valid Percent	Cumulative Percent
Houston Area	13	39.4	39.4	39.4
Dallas/Fort Worth Area	10	30.3	30.3	69.7
East Texas	6	18.2	18.2	87.9
Central Texas	4	12.1	12.1	100.0
Total	33	100.0	100.0	

Living Situation

	Frequency	Percent	Valid Percent	Cumulative Percent
Own	1	3.0	3.0	3.0
Rent(alone)	3	9.1	9.1	12.1
Rent(with roommate/s)	27	81.8	81.8	93.9
Live with parents	2	6.1	6.1	100.0
Total	33	100.0	100.0	

Age Range of Respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 - 29	32	97.0	97.0	97.0
Valid 30 - 54	1	3.0	3.0	100.0
Total	33	100.0	100.0	

Last Level of education complete

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High School/GED	2	6.1	6.1	6.1
Valid 1 year of college	1	3.0	3.0	9.1
Valid 2 years of college	8	24.2	24.2	33.3
Valid 3 years of college	18	54.5	54.5	87.9
Valid Undergraduate Degree	4	12.1	12.1	100.0
Total	33	100.0	100.0	

Current Employment Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	21	63.6	63.6	63.6
Valid No	12	36.4	36.4	100.0
Total	33	100.0	100.0	

Job

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	21	63.6	63.6	63.6
Valid No	12	36.4	36.4	100.0
Total	33	100.0	100.0	

Financial aid

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Yes	14	42.4	42.4	42.4
	No	19	57.6	57.6	100.0
	Total	33	100.0	100.0	

Scholarships

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	15.2	15.2	15.2
	No	28	84.8	84.8	100.0
	Total	33	100.0	100.0	

Parents/Family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	21	63.6	63.6	63.6
	No	12	36.4	36.4	100.0
	Total	33	100.0	100.0	

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	3.0	3.0	3.0
	No	32	97.0	97.0	100.0
	Total	33	100.0	100.0	

Weekly Personal Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$100 weekly	4	12.1	12.9	12.9
	\$100 - 200	20	60.6	64.5	77.4
	\$201 - 300	6	18.2	19.4	96.8
	\$301 - 400	1	3.0	3.2	100.0

	Total	31	93.9	100.0	
Missing	System	2	6.1		
Total		33	100.0		

Monthly Personal Income

		Frequency	Percent	Valid Percent	Cumulative Percent
	Less than \$400 monthly	1	3.0	3.1	3.1
	More than \$1600 Monthly	3	9.1	9.4	12.5
Valid	6	20	60.6	62.5	75.0
	7	4	12.1	12.5	87.5
	8	4	12.1	12.5	100.0
	Total	32	97.0	100.0	
Missing	System	1	3.0		
Total		33	100.0		

Yearly Personal Income

		Frequency	Percent	Valid Percent	Cumulative Percent
	Less than \$4,800 yearly	1	3.0	3.2	3.2
	10	7	21.2	22.6	25.8
Valid	11	13	39.4	41.9	67.7
	12	7	21.2	22.6	90.3
	14	3	9.1	9.7	100.0
	Total	31	93.9	100.0	
Missing	System	2	6.1		
Total		33	100.0		

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	21	1	3.0	33.3	33.3
	22	1	3.0	33.3	66.7
	25	1	3.0	33.3	100.0
	Total	3	9.1	100.0	
Missing	System	30	90.9		
Total		33	100.0		

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	18	54.5	54.5
	Female	15	45.5	100.0
	Total	33	100.0	

Race

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Black/African American	12	36.4	36.4
	White/Caucasian	18	54.5	90.9
	Hispanic/Latino/Spanish origin	3	9.1	100.0
	Total	33	100.0	

Questionnaire

SUGGESTED INTRODUCTION: I'm conducting a study about shopping habits of students at Stephen F. Austin State University. Would you give me a few minutes of your time to tell me your opinion on some topics of interest? All information obtained will be kept in strictest confidence.

INSTRUCTION FOR INTERVIEWER: If there is more than one correct answer, mark all boxes that apply.

1. Are you a student currently enrolled at Stephen F. Austin State University?
☐ Yes
☐ No (SAY: Thank you for your help, but you must be a currently enrolled student for me to give you the survey.)
2. While attending Stephen F. Austin State University, do you shop for your own clothing, accessories, personal care products, etc.?
☐ Yes (Go to next question.)
☐ No (SAY: Thank you for your help, but you must do your own shopping for me to give you the survey.)
3. I am going to ask you some questions about different frequencies of shopping, and I would like you to tell me the number that corresponds with the kinds of items you buy from the list on this card during that length of time. (Hand respondent card #2)
____ What kinds of items do you buy daily?
____ What kinds of items do you buy more than once a week?
____ What kinds of items do you buy weekly?
____ What kinds of items do you buy monthly?
____ What kinds of items do you buy yearly?
4. In what kinds of stores do you prefer to shop? (Check all.)

<input type="checkbox"/> Outdoor shopping centers	<input type="checkbox"/> Boutiques
<input type="checkbox"/> Department stores	<input type="checkbox"/> Resale/thrift stores
<input type="checkbox"/> Discount stores, such as Wal-Mart/Target	<input type="checkbox"/> Other (Explain.) _____
<input type="checkbox"/> Specialty stores	
5. In the city/town/area where you shop, do you shop for anything in indoor shopping malls?
☐ Yes (Go to next question.) ☐ No (Go to Question 14.)
6. How often do you shop for anything in indoor shopping malls?

<input type="checkbox"/> Once a month	<input type="checkbox"/> Every week
<input type="checkbox"/> Twice a month	<input type="checkbox"/> More than once a week
7. In what city or cities are the indoor shopping malls you shop in located? (Check all.)

<input type="checkbox"/> Austin	<input type="checkbox"/> Houston
<input type="checkbox"/> Dallas	<input type="checkbox"/> Lufkin

- ☐ Nacogdoches
- ☐ San Antonio
- ☐ Tyler

☐ Other (Explain.)

8. What are the reasons that attract you to shop in a particular indoor shopping mall?

- ☐ Accessibility/Location
- ☐ Physical features of the mall
- ☐ Sales/Promotions
- ☐ Number of stores in the mall

- ☐ Type of stores in the mall
- ☐ Other (Explain.)

9. Here are five characteristics of a mall. Please allocate 100 points among the characteristics so that the allocation represents the importance of each characteristic to you.

Appearance
Parking
Retailers

Location
Atmosphere

Total

10. Do you know there is a mall, called University Mall, in Nacogdoches, Texas?

- ☐ Yes (Go to next question.)
- ☐ No (Go to question 16.)
- ☐ Unsure (Go to question 16.)

11. In general, what do you think about the University Mall, in Nacogdoches, Texas?

12. Have you ever shopped at the University Mall, in Nacogdoches, Texas?

- ☐ Yes (Go to next question.)
- ☐ No (Go to question 16.)

13. Based on your image of University Mall, in Nacogdoches, Texas, how likely are you to shop there again?

- ☐ Very likely (Go to next question.)
- ☐ Likely (Go to next question.)
- ☐ Not likely (Go to question 16.)
- ☐ Not very likely (Go to question 16.)

14. How often do you shop at the University Mall, in Nacogdoches, Texas?

- ☐ Once a month
- ☐ Twice a month
- ☐ Every week
- ☐ More than once a week

15. In what stores do you usually shop in at University Mall, in Nacogdoches, Texas?

- ☐ Belk
- ☐ JC Penney
- ☐ Burke's Outlet
- ☐ Bath & Body Works
- ☐ Citi Trends
- ☐ Claire's

- ☐ Hibbett Sporting Goods
- ☐ Payless Shoesource
- ☐ Gordon's Jewelers
- ☐ Other (Explain.)

16. I am going to read you some statements about University Mall in Nacogdoches, Texas. I would like you to refer to the card I am giving you to tell me the number that corresponds with your opinion of the statement. (Hand respondent card #1)

- _____ The mall does not have a convenient location.
- _____ The mall has a safe location.
- _____ The mall has sufficient parking.
- _____ The outside of the mall has physical features that are not visually appealing.
- _____ The inside of the mall has physical features that are visually appealing.
- _____ The mall has clean public areas (restrooms, hallways).
- _____ The mall does not contain the stores where customers want to shop.
- _____ The stores in the mall offer quality merchandise.
- _____ The stores in the mall offer affordable merchandise.
- _____ The stores in the mall do not offer a sufficient selection of merchandise.
- _____ There is adequate public transportation to/from the mall and Stephen F. Austin State University.
- _____ There is adequate public transportation to/from the mall and where customers live.

17. What stores would attract you to visit the University Mall in Nacogdoches, Texas?

18. Where are the stores you mentioned above located?

- ☐ Online/internet
- ☐ In a shopping center in Nacogdoches, Texas
- ☐ In the University Mall in Nacogdoches, Texas
- ☐ In a city/town other than Nacogdoches, Texas

INTERVIEWER SAY: Now, let me ask you a few questions about your personal information so that we can accurately categorize our data back at the office.

19. Are you currently living inside the city limits of the City of Nacogdoches?

- ☐ Yes
- ☐ No

20. Where is your primary residence? _____

21. What city or town did you live in before coming to Stephen F. Austin State University?

22. Do you

- ☐ Own
- ☐ Rent (with roommate/s)
- ☐ Rent (alone)
- ☐ Live With Parents

23. What is your age?

- ☐ 18-29
- ☐ 30-54
- ☐ 55 or older

24. What was the last level of education you completed?

- ☐ High school/GED
- ☐ 1 year of college
- ☐ 2 years of college
- ☐ 3 years of college
- ☐ Undergraduate degree
- ☐ Graduate degree

25. Are you currently employed?

- ☐ Yes
- ☐ No

26. What are your sources of income?

- ☐ Job
- ☐ Financial aid
- ☐ Scholarships
- ☐ Parents/family
- ☐ Other (Explain.)

27. Considering all sources of income, can you please tell me the number on this card that closely corresponds to your personal after-tax income? (Hand respondent card #3) weekly_____ monthly_____ yearly_____

28. What is your age? _____

29. CHECK WHETHER:

- ☐ Male
- ☐ Female

30. What is your race?

- ☐ Black/African American
- ☐ White/Caucasian
- ☐ Asian
- ☐ Hispanic/Latino/Spanish origin
- ☐ Other (Explain.)

So that my professor can check my work in this interview, if he wants to, may I have your name and e-mail address?

Name: _____

E-mail address: _____

I hereby attest that this is a true and honest interview.

Interviewer's Name

Interviewer's signature

Date: _____

Place Interview Given: _____

Time Interview Ended: _____

Interviewer Cards

Card #1

- (1) Strongly agree
- (2) Agree
- (3) Somewhat agree
- (4) Neutral/don't know
- (5) Somewhat disagree
- (6) Disagree
- (7) Strongly disagree

Card #2

- (1) Clothing
- (2) Shoes
- (3) Accessories
- (4) Sporting goods
- (5) Jewelry
- (6) Electronics
- (7) Other (Explain.) _____

Card # 3

Weekly

- (1) Less than \$100
- (2) \$100 - \$200
- (3) \$201 - \$300
- (4) \$301 - \$400
- (5) More than \$400

Monthly

- (6) Less than \$400
- (7) \$400 - \$800
- (8) \$801 - \$1,200
- (9) \$1,201 - \$1,600
- (10) More than \$1,600

Yearly

- (11) Less than \$4,800
- (12) \$4,800 - \$9,600
- (13) \$9,601 - \$14,400
- (14) \$14,401 - \$19,200
- (15) More than \$19,200

List of Respondents

Data Table	
Name of Respondent	E-mail Address
Lauren	lawthing@yahoo.com
Eric	ericnambo@gmail.com
Jasmine	jasminstoker@yahoo.com
Caitlin	cfrazier1@live.com
Cristian	cristian.arevalo@verizon.net
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Henry	henryclaywilson@gmail.com
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